

## LISTING OF CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. – 23. (Canceled)

24. (Previously Presented) A wireless consumer transaction system for carrying out consumer transactions at a point-of-sale establishment, comprising:

a wireless station affiliated with a point-of sale system, said wireless station configured to automatically detect the presence of a wireless handheld device within a microcellular region, and to convey a menu of user options to the wireless handheld device;

a local computer configured to convey, via the wireless station, a menu of user options to the wireless handheld device, to receive, via the wireless station, responsive user selections from the wireless handheld device, and to determine a point-of-sale transaction price based upon said user selections;

a network interface for communicating with a remote processing center to obtain approval for a point-of-sale transaction; and

a point-of-sale terminal communicatively coupled to said computer, said point-of-sale terminal displaying an indication of whether the point-of-sale transaction was approved by the remote processing center.

25. (Original) The wireless communication system of claim 24, wherein said wireless station is configured to communicate according to a plurality of different cellular protocols.

26. (Original) The wireless communication system of claim 24, wherein detection of said wireless cellular device by said wireless station triggers said wireless station to initiate an exchange of point-of-sale information with said wireless cellular device.

27. (Original) The wireless communication system of claim 24, wherein said remote processing center automatically accesses a remote user account associated with the wireless cellular device in response to receiving the request for approval of a point-of-sale transaction.

28. (Original) The wireless communication system of claim 27, wherein said remote processing center automatically deducts an amount of funds from said remote user account sufficient to cover the transaction price of the point-of-sale transaction.

29. (Original) The wireless communication system of claim 28, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

30. (Original) The wireless communication system of claim 29, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

31. (Original) The wireless communication system of claim 29, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

32. (Original) The wireless communication system of claim 24, wherein said wireless handheld device comprises a cellular telephone.

33. (Previously Presented) A method for facilitating consumer transactions at a point-of-sale system affiliated with a point-of-sale establishment, the method comprising the steps of:

automatically detecting, at a wireless station associated with the point-of-sale system, the presence of the wireless handheld device;

automatically establishing communication between the wireless station and the wireless handheld device;

transmitting, via the wireless station, a menu of options for presentation on a display portion of the wireless handheld device;

receiving from the wireless handheld device, via the wireless station, one or more responsive user selections;

determining a transaction price based upon the user selections;

triggering an automated transaction with a remote processing center,  
whereby funds in a user account associated with the remote processing center are  
utilized to purchase the user selections at the point-of-sale establishment;

automatically receiving, at the point-of-sale system, a point-of-sale  
transaction approval message from the remote processing center;

displaying an indication of the point-of-sale transaction approval at a point-of-  
sale terminal; and

durably storing a record of the point-of-sale transaction for later access.

34. (Original) The method of claim 33, wherein said user account is  
accessible through any of a plurality of point-of-sale systems, said user account  
being available for funding purchases at any of the point-of-sale systems.

35. (Previously Presented) The method of claim 33, wherein said wireless  
station is configured to obtain, via the wireless station, a user password and/or  
mobile equipment identifier associated with the wireless handheld device, for  
authentication by the remote processing center.

36. (Previously Presented) The method of claim 33, wherein the user  
options comprise a list of food items available for purchase at the point-of-sale  
establishment.

37. (Previously Presented) The method of claim 33, wherein said step of  
automatically detecting the presence of the wireless handheld device comprises

automatically detecting, at said wireless station, activity of the wireless handheld device in communicating with a separate cellular network.

38. (Previously Presented) The method of claim 33, further comprising the steps of

transmitting a transaction initiation request via the wireless station prompting the user to initiate a point-of-sale transaction;

receiving a user-entered response from the wireless handheld device via the wireless station; and

performing the step of transmitting said menu of options to the wireless handheld device in response thereto.

39. (Previously Presented) The method of claim 38, wherein said transaction initiation request identifies the point-of-sale establishment.

40. (Previously Presented) The method of claim 39, wherein said transaction initiation request further identifies a geographic location of the point-of-sale establishment.

41. (Previously Presented) The method of claim 33, wherein said user account is accessible through any of a plurality of point-of-sale systems, each of said point-of-sale systems configured to automatically detect the transient presence of the wireless handheld device, the method further comprising the steps of:

transmitting a plurality of transaction initiation requests to the wireless handheld device, each of said transaction initiation requests transmitted by a point-of-sale system when the wireless handheld device is detected by the point-of-sale system, and each of said transaction initiation requests prompting the user to initiate a point-of-sale transaction; and

receiving a user-entered response from the wireless handheld device at one of the point-of-sale systems;

wherein the wireless handheld device is configured to allow the user thereof to scroll among the different transaction initiation requests.

42. (Previously Presented) The method of claim 41, wherein each of said transaction initiation requests identifies its associated point-of-sale establishment.

43. (Previously Presented) The method of claim 42, wherein one or more of said transaction initiation requests further identifies a geographic location of its associated point-of-sale establishment.

44. (Previously Presented) A wireless consumer transaction system for carrying out consumer transactions at a point-of-sale establishment, comprising:

a local wireless station affiliated with a point-of-sale system for automatically detecting the transient presence of wireless cellular devices and initiating communication therewith;

a computer communicatively coupled to the local wireless station, said computer configured to convey a menu of user options to the wireless cellular

devices via the local wireless station, to receive and store responsive user selections via the local wireless station, and to determine a point-of-sale transaction price based upon said user selections; and

a point-of-sale terminal communicatively coupled to said computer, wherein said computer conveys the point-of-sale transaction price and/or related transaction data to said point-of-sale terminal.

45. (Previously Presented) The wireless consumer transaction system of claim 44, further comprising a remote interface for communicating with a remote processing center, whereby said computer sends a request for point-of-sale transaction approval to said remote processing center and receives a point-of-sale transaction approval response from said remote processing center in response to a request by a user to carry out a point-of-sale transaction, wherein said computer conveys a point-of-sale transaction approval indication to said point-of-sale terminal in response to said point-of-sale transaction approval response.

46. (Previously Presented) The wireless consumer transaction system of claim 45, wherein said remote processing center includes a user account from which a user may automatically draw funds for purchasing goods or services offered through the point-of-sale establishment.

47. (Previously Presented) The wireless consumer transaction system of claim 46, wherein the remote processing center is configured to permit a user to add additional funds to the user account through a user-initiated electronic transfer.

48. (Previously Presented) The wireless consumer transaction system of claim 46, wherein said remote processing center automatically deducts the transaction price from the user's account upon approval of the point-of-sale transaction.

49. (Previously Presented) The wireless communication system of claim 46, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

50. (Previously Presented) The wireless communication system of claim 49, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

51. (Previously Presented) The wireless communication system of claim 49, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

52. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said wireless cellular devices include cellular telephones.

53. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said local wireless station comprises a short-range wireless



transceiver covering a microcellular region overlapping with the coverage area of a separate cellular network with which said wireless cellular devices are registered.

54. (Previously Presented) The wireless consumer transaction system of claim 53, wherein said local wireless station is configured to automatically detect the transient presence of the wireless cellular devices by:

monitoring one or more frequencies and/or channels utilized by a base station of the separate cellular network, said base station having a coverage area overlapping with said microcellular region; and

detecting communications between the wireless cellular devices and said base station on said frequencies and/or channels.

55. (Previously Presented) The wireless consumer transaction system of claim 53, wherein said local wireless station automatically detects the transient presence of the wireless cellular devices by receiving a message from said cellular network that a given wireless cellular device is within or nearby said microcellular region.

56. (Previously Presented) The wireless consumer transaction system of claim 53, wherein, upon detecting a given wireless cellular device, the local wireless station transmits a short message to the wireless cellular device via said base station of the cellular network, said short message being in a standard short message format supported by said cellular network.

57. (Previously Presented) The wireless consumer transaction system of claim 53, wherein, upon detecting a wireless cellular device, the local wireless station communicates with the wireless cellular device over a frequency or channel not utilized by said base station.

58. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to automatically convey the user selections for display on a local terminal, other than a sales terminal, to facilitate fulfillment of the user's request at the point-of-sale establishment.

59. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to automatically initiate authentication a user of a wireless cellular device, said authentication based at least in part upon a mobile equipment identifier associated with the wireless cellular device.

60. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to authenticate a user of a wireless cellular device at least in part based on a user-entered password conveyed to the computer via said local wireless station.

61. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said menu of user options includes a list of items selectable for purchase.

62. (Previously Presented) The wireless consumer transaction system of claim 61, wherein said items selectable for purchase include a plurality of food items, said food items being physically available at the point-of-sale establishment associated with said point-of-sale terminal.

63. (Previously Presented) A method for carrying out consumer transactions at a point-of-sale establishment, comprising the steps of:

automatically detecting, at a local wireless station affiliated with a point-of-sale system, the transient presence of a wireless cellular device within proximity of the wireless station;

automatically initiating communication from the point-of-sale system to the wireless cellular device via the local wireless station;

receiving at the point-of-sale system, via the local wireless station, a user response entered at the wireless cellular device;

automatically conveying a menu of user options to the wireless cellular device via the local wireless station;

receiving and storing, at said point-of-sale system, user selections transmitted from the wireless cellular device via the local wireless station; and

determining a point-of-sale transaction price based upon said user selections.

64. (Previously Presented) The method of claim 63, wherein said wireless cellular device comprises a cellular telephone.

65. (Previously Presented) The method of claim 63, further comprising the steps of:

sending, from said point-of-sale system, a request for point-of-sale transaction approval to a remote processing center, said point-of-sale transaction approval including said transaction price;

receiving, at said point-of-sale system, a point-of-sale transaction approval response from said remote processing center; and

displaying an indication of the point-of-sale transaction approval response on a point-of-sale terminal affiliated with said point-of-sale system.

66. (Previously Presented) The method of claim 65, wherein said remote processing center automatically deducts the transaction price from the user's account upon approval of the point-of-sale transaction.

67. (Previously Presented) The method of claim 65, wherein said remote processing center includes a user account from which a user may automatically draw funds for purchasing goods or services offered through the point-of-sale establishment.

68. (Previously Presented) The method of claim 67, further comprising the step of adding additional funds to the user account maintained at the remote processing center through a user-initiated electronic transfer.

69. (Previously Presented) The method of claim 67, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

70. (Previously Presented) The method of claim 69, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

71. (Previously Presented) The method of claim 69, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

72. (Previously Presented) The method of claim 63, wherein said local wireless station comprises a short-range wireless transceiver covering a microcellular region overlapping with the coverage area of a separate cellular network with which the wireless cellular device is registered.

73. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of said wireless cellular device by:

monitoring one or more frequencies and/or channels utilized by a base station of the cellular network, said base station having a coverage area overlapping said microcellular region; and

detecting communications between the wireless cellular device and said base station on said frequencies and/or channels.

74. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of the wireless cellular device by receiving a message from said cellular network that the wireless cellular device is within or nearby said microcellular region.

75. (Previously Presented) The method of claim 72, further comprising the step of, upon detecting the wireless cellular device, transmitting a short message from the local wireless station to the wireless cellular device via said base station of the cellular network, said short message being in a standard short message format supported by said cellular network.

76. (Previously Presented) The method of claim 63, further comprising the step of, upon detecting the wireless cellular device, communicating between the local wireless station and said wireless cellular device over a frequency or channel not utilized by the cellular network within the microcellular region.

77. (Previously Presented) The method of claim 63, further comprising the step of conveying the user selections for display on a point-of-sale terminal, other than a sales terminal, to facilitate fulfillment of the user's request at the point-of-sale establishment.

78. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a mobile equipment identifier associated with the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

79. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a password entered by the user via the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

80. (Previously Presented) The method of claim 63, wherein said menu of user options includes a list of items selectable for purchase.

81. (Previously Presented) The method of claim 80, wherein said items selectable for purchase include a plurality of food items, said food items being physically available at the point-of-sale establishment associated with said point-of-sale terminal.

82. (Previously Presented) The method of claim 63, further comprising the step of conveying the point-of-sale transaction price and/or related transaction data to a point-of-sale terminal for display thereon.